Electrical Wire Processing Technology Expo 2021

Introduction to WHMA / IPC
Since 1957, IPC has been guiding the electronics industry through dramatic changes. A global industry association dedicated to the competitive excellence and financial success of its more than 5,800 member-company sites, IPC represents all facets of the industry including:

- Design
- Printed circuit board manufacturing
- Electronics Assembly

As a member-driven organization and leading source for industry standards, training, market research and public policy advocacy, IPC supports programs to meet the needs of an estimated $2 trillion global electronics industry.

IPC maintains additional offices in Taos, N.M.; Washington, D.C.; Atlanta, Ga.; Brussels, Belgium; Stockholm, Sweden; Moscow, Russia; Bangalore, India; and Shanghai, Shenzhen and Beijing, China.
IPC has been producing tradeshows for nearly 30 years. In collaboration with professionals of the electronics industry, we have created a portfolio of events that provide unrivaled value while increasing their competitive advantage.

**1991- 1998** Co-organized Surface Mount International (IPC/SMTA/EIA/Miller Freeman)
- 432 exhibitors

**1994- 2004** Produced IPC Printed Circuits Expo
- 275 exhibitors

**1998** Co-produced Electronics Assembly Expo (IPC/SMTA).
- 100 exhibitors

**2000 - present** Launched APEX: Electronics Assembly Process Exhibition and conference
- 337 exhibitors in 2000
- Celebrated 20 years in 2020!

**2004-present** IPC Co-located APEX and Printed Circuits Expo –officially creating **IPC APEX EXPO**
- IPC APEX EXPO 2019 Statistics: 9,796 attendees 440 Exhibitors, 150,400 sq. ft.
- Recognized as one of the top 250 tradeshows in the U.S. since 2001 by **TSNN**
- Awarded one of the 25 fastest-growing shows in the U.S. in 2012, 2013, 2017 and 2018 by **TSNN**
- Awarded the fastest-growing association show for attendance in the U.S. for years 2016-2018 by **TSNN**
- **IAEE Certified Exhibition** for demonstrating the Gold Standard of best practices for tradeshows

**2019** M-Expo in Juarez, Mexico
- 50 exhibitors
The Wiring Harness Manufacturer's Association® (WHMA) was established in 1993 to serve and dedicate their resources to the global cable and wire harness industry. WHMA is the ONLY trade association exclusively representing the cable and wire harness manufacturing industry including manufacturers, their suppliers and customers.

WHMA is dedicated to providing our members the technical support, access to leading edge technology, benchmarking and the ability to network with the leaders in wire processing equipment, services and manufacturing.

**LEAD**: By providing knowledge and best practices  
**EDUCATE**: By developing standards and distributing information  
**CONNECT**: By fostering relationships
In 1998, WHMA and IPC signed an MOU agreement to develop industry wire harness / cable assembly standards & workmanships called the IPC/WHMA-A-620 Requirements and Acceptance for Cable and Wire Harness and Assemblies. These guidelines have been a very valuable asset to the WHMA members, and other industry companies especially in today's world of standards as this document has evolved from an “A” to “D” level of revisions for certifications & training. The IPC/WHMA-A-620 standard is now the top 3 in sales and certification in IPC’s global market support.

In January 2019, WHMA signed an Affiliation Agreement with IPC as the Executive Director to manage the WHMA organization and continue with the successful growth along with creating more value of opportunities for the current / new membership in the very near future.

WHMA’s Board of Directors and membership determined that WHMA’s mission would more effectively be served by an affiliation with IPC which serves the global electronics industry supply chain, including the wire and cable industry vertical.

The IPC Board of Directors also supported the alliance. Per the affiliation agreement, IPC and the WHMA Board will work to grow the involvement of the cable assembly and wire harness industry globally. All current WHMA members become part of IPC’s membership and receive all IPC member benefits including educational, standards development, leadership, advocacy, and solutions to industry challenges opportunities.
IPC has a strong brand in helping the world Build Electronics Better

- Power of Association: IPC’s affiliation with the Wiring Harness Manufacturer’s Association (WHMA) will help to grow EWPTE as the tradeshow organized by the industry for the industry

- IPC has the resources to develop a technical conference component for EWPTE which will be led by subject matter experts for the cable and wire harness manufacturing industry

- IPC has proven success with the production of the annual APEX EXPO the largest event in North America for electronics manufacturing

- IPC’s Digital Marketing Technologies and Capabilities

- Industry Best Practices and Certification
  - IPC/WHMA-A-620 Certification Program has trained and certified 38,000 individuals
  - An average of 17,000 – 20,000 candidates enroll in this program annually

- IPC is the leading Global Government Relations and Environmental Policy Advocate for the Electronics Industry
What’s NEW for 2021

Event Marketing
- Digital Marketing using Search Engine Optimization (SEO) Strategy & Tactics
- Social Media Campaign via IPC and WHMA platforms on Facebook, LinkedIn and Twitter
- Website Retargeting and Account Targeting via LinkedIn

Online Exhibit Hall
An online tool to help connect attendees with exhibitors before the show even begins which includes:
- Ability to Upload Video Presentations and Press Releases
- Company Description
- Product and Service Categories with search capabilities
- Highlight New Products and Services
- Schedule Demonstrations
- Make and Track Appointments
- Matchmaking Capabilities

Mobile Show App: Syncs and pulls data from the Online Exhibit Hall

Fully integrated Exhibit Hall Floor Plan

Enhanced Show Directory / Buyer’s Guide

Expanded Educational Opportunities: Technical Conference & Workshops
What’s NEW for 2021

Registration
- Ability to manage Booth Personnel Badges Electronically
- Mobile Check-In for On-site Registration/Badge Pick-up
- Each exhibiting company will receive one complimentary Conference Registration

Exhibitor Tool Kit
- Customizable VIP Passes/Electronic Invitations for Your Customers
- Banner Ads for your company website to promote your participation in the Event
- Sample Social Media Posts

Electronic Submissions: All exhibitor contracts, forms and payments will be submitted electronically

Virtual / Hybrid Event: Considering a virtual/hybrid event option

Exhibitor Lottery Process for EWPTE 2022 Exhibitor Space Selection
The lottery system ensures that each exhibitor, regardless of booth size, has an equal opportunity to choose the best exhibit space. It eliminates the battle between exhibitors for the largest booth size just to get a better location and allows for anchor exhibitor’s booths to be strategically placed in the exhibit hall for better attendee traffic flow.
Meet the Team

David Bergman, VP Standards & Technology/Executive Director WHMA
David W. Bergman is Vice President of Standards and Technology for IPC and has been with the organization nearly 40 years responsible for IPC’s core functions in the area of Industry Standards, Education and Certification. Supporting the affiliation agreement between IPC and the Wiring Harness Manufacturer’s Association (WHMA) David also serves WHMA’s Executive Director.

Alicia Balonek, CEM, Senior Director, Tradeshows & Events
Alicia has been with IPC for 20 years and joined the organization for the launch of what soon became the largest event in North America for electronics manufacturing, IPC APEX EXPO. Alicia manages the meetings and events team, is responsible for exhibition, sponsorship and advertising revenue and is also actively involved in the strategic vision and successful execution of IPC’s events. Alicia has over 25 years of tradeshow experience and is also Certified in Exhibition Management. She has served on the Board of Directors for the International Association for Exhibition Management (IAEE) Midwestern Chapter and currently serves on the Shepard Exposition Services Customer Advisory Board.
Kim DiCianni, CEM, Exhibits Manager
Kim has been in the events planning industry and with IPC for 15 years. Kim plays a crucial role in the overall function of the trade show assisting with management in budgeting, planning, production, logistics, site selection, contractor specs, operations and selling of booth space, advertising, sponsorship and membership. Establishing and maintaining current and potential exhibitor relationships. She also assists in evaluating and contracts with key suppliers to ensure superior customer service at a cost-effective price for exhibitors. In addition, she oversees and manages event registration, the online exhibit hall, agenda planner and event app. Kim received and has maintained her CEM (Certified in Exhibition Management) since 2009 and has been on the Convention Data Services Advisory Board since 2017.

Kristin Schueler, CMP, Meetings and Events Manager
Kristin has been in the event planning industry for 15 years. She has been with IPC for 10 years and is the meetings and events manager. Kristin is responsible for collaborating with other departments to ensure the successful execution of all IPC related events including workshops, conferences, tradeshows and company events. Her tasks include site comparison and selection, contract negotiation, budget planning, meeting logistics planning, transportation, signage, temporary staffing, audio visual arrangements, ordering of food and beverage, hotel arrangements for staff/speakers and management of housing blocks. Kristin received her CMP (Certified Meeting Planner) in 2014.
Meet the Team

Brian Knier, Chief Marketing Officer
Brian Knier joined IPC as Chief Marketing Officer in November 2013. He is responsible for the strategic direction of IPC’s brand and all marketing communications. Brian is a high energy leader with deep marketing expertise who delivers superior results by rapidly generating strategies and developing actionable goals. He led the development of digital marketing strategies and marketing innovation at IPC resulting in significant memberships gains, event attendance expansion and revenue growth. Prior to joining IPC, Brian held marketing and business development leadership roles in diverse industries including technology, retail, capital equipment, building materials, automotive, ad agencies and associations.

Katie MacMillan, Senior Marketing Director
Marketing Director with 20+ years’ experience planning and implementing strategic branding, marketing and event communications for major corporations, non-profits, and start-ups. In her fifth year at IPC, she is responsible for marketing and communication initiatives that support IPC’s annual business goals for membership & events. IPC has met membership growth goals since 2015, and increased attendance at their flagship event, IPC APEX EXPO by 30 percent, 2016-2018. Prior to working with IPC, Katie worked with brands such as: GE, Boeing, Hilton, Target, The Oprah Winfrey Show, Obama Foundation and the White House.
Meet the Team

Sandy Gentry, Brand Communications Director
A marketing and communications specialist with nearly 30 years of experience, Sandy joined IPC in 2004 as communications manager. Currently serving as brand communications director, she is responsible for leading IPC’s media relations activities, overseeing social media strategies, growing IPC brand awareness and position, serving as marketing liaison on government relations issues and managing content for IPC’s weekly and monthly publications. As publication editor, Sandy has grown subscribership numbers by 20 percent year over year and in the media relations arena has worked with electronics industry trade publications on articles and interviews covering all aspects of the electronics industry. Prior to joining IPC, Sandy worked for Underwriters Laboratories (UL) as media relations manager working with diverse broadcast and print media outlets including Wall Street Journal, USA Today, Popular Mechanics, Dateline NBC, New York Times and Chicago Tribune.

Linda Stepanich, Multimedia Writer
Linda Stepanich is a multimedia writer for IPC, responsible for writing and editing innovative copy to support marketing programs and business plan objectives. She provides content for event emails, news releases, social media posts and articles. A member of the IPC social media team, she helped to increase IPC’s social media engagement by more than 20 percent in 2019. Linda has extensive corporate communications experience in strategic planning and counseling for media relations, crisis communication and public affairs. Prior to IPC, she served as media relations manager for a large acute care hospital.
Meet the Team

Andrea Keefe, Meetings and Events Coordinator
Andrea has been in the event planning industry for over 10 years. She has been with IPC for 6 years and provides expertise in meetings, webinars, workshops, incentive programs, event management and strategic planning. As the meetings and events coordinator, she provides support and oversight to various marketing and meeting activities within IPC. Andrea contributes by facilitating internal meetings, coordinates logistics for various events, attendee communication and registration management through Cvent for all meetings and events outside of APEX EXPO. She overseas the logistics, communication and presentation management for event speakers and instructors along with running IPC live webinars. Andrea also works closely with DMC’s and other suppliers for our entertainment, decor and other special event needs. Andrea attends various industry related events and continues to work towards her CMP through professional development courses and other industry education offerings.

Deanne Janda, IPC Marketing Coordinator
Marketing Coordinator with 7+ years’ experience in planning, implementing, and overseeing multiple marketing campaigns from initial concept to completion. Responsible for assisting with the development, execution, and monitoring of email, digital, social media, and print content, Deanne has a strong ability for producing and managing results-driven digital ad campaigns. With an eye for detail, she handles all IPC media trade agreements. Prior to joining IPC in 2017, Deanne was a Marketing Coordinator for a multi-national quality of life solutions company in Oshkosh, Wisconsin.
“IPC’s affiliation with the Wiring Harness Manufacturer’s Association (WHMA), the only trade association exclusively representing the cable and wire harness manufacturing industry, will help grow EWPTE as a globally recognized tradeshow. IPC and WHMA look forward to working with Wisconsin Center staff and the EWPTE Advisory Committee to produce a world-class event for the wire processing industry,”

David Bergman, WHMA Executive Director and IPC Vice President of Standards and Technology

“IPC has a proven track record in tradeshow management. IPC’s annual flagship event, IPC APEX EXPO, is the largest event in North America for electronics manufacturing and draws attendees and exhibitors from around the world. We believe their expertise will help grow EWPTE as a globally recognized tradeshow,”

Marty Brooks, President and CEO of Wisconsin Center District

The next Electrical Wire Processing Technology Expo will be held May 12-13, 2021 at the Wisconsin Center in downtown Milwaukee. For more information on the Expo, contact Alicia Balonek, IPC Senior Director, Tradeshows and Events, at AliciaBalonek@ipc.org.